

Counties: Tallapoosa, AL

Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf

		Hous	seholds	U.S.		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	42. Southern Satellites	36.2%	36.2%	2.7%	2.7%	1328
2	56. Rural Bypasses	16.8%	53.0%	1.5%	4.2%	1109
3	50. Heartland Communities	15.7%	68.7%	2.2%	6.4%	726
4	31. Rural Resort Dwellers	14.1%	82.8%	1.6%	8.0%	868
5	33. Midlife Junction	3.7%	86.5%	2.5%	10.5%	150
	Subtotal	86.5%		10.5%		
6	57. Simple Living	3.3%	89.8%	1.4%	11.9%	233
7	53. Home Town	3.1%	92.9%	1.5%	13.4%	214
8	25. Salt of the Earth	2.5%	95.4%	2.8%	16.2%	91
9	62. Modest Income Homes	2.4%	97.8%	1.0%	17.2%	232
10	46. Rooted Rural	2.2%	100.0%	2.4%	19.6%	90
	Subtotal	13.5%		9.1%		
	Total	100.0%		19.6%		510

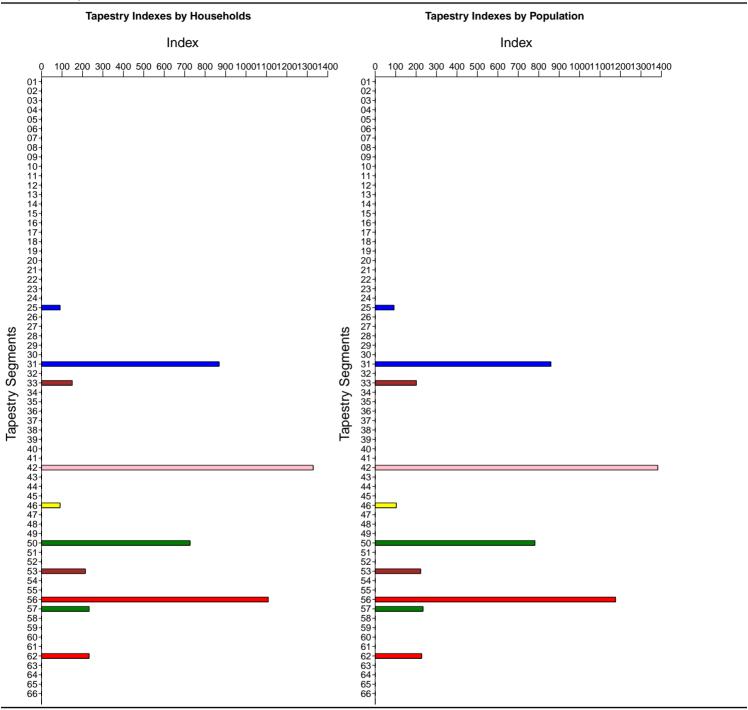
Top Ten Tapestry Segments

Site vs. U.S. 10.0 25.0 5,0 15.0 20.0 30.0 35.0 40.0 46. Rooted Rural 62. Modest Income Homes 25. Salt of the Earth 53. Home Town 57. Simple Living Site 33. Midlife Junetion 31. Rural Resort Dwellers 50. Heartland Communities 56. Rural Bypasses 42. Southern Satellites

Percent of Households by Tapestry Segment



Counties: Tallapoosa, AL







LifeMode Groups Prepared by ARMS

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	16,967	100.0%		41,248	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	399	2.4%	45	956	2.3%	44
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	399	2.4%	232	956	2.3%	227
L4. Solo Acts	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	3,217	19.0%	153	7,357	17.8%	171
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	2,656	15.7%	726	6,226	15.1%	781
57 Simple Living	561	3.3%	233	1,131	2.7%	234
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0





LifeMode Groups
Prepared by ARMS

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Total	Tapestry LifeMode Groups	200	2008 Households			2008 Population		
L7. High Hopes 0 0.0% 0 0 0.0% 28 Aspiring Young Families 0 0.0% 0 0 0.0% 48 Great Expectations 0 0.0% 0 0 0.0% L8. Global Roots 0 0.0% 0 0 0 0.0% 25 International Marketplace 0 0.0% 0 0 0 0 0.0% 35 International Marketplace 0 0.0% 0 0 0 0.0% 44 Urban Melting Pot 4 Urban Melting Fot 0 0.0% 0 0 0 0.0% 47 Las Casas 0 0.0% 0 0 0 0.0% 58 NeWest Residents 0 0.0% 0 0 0 0.0% 58 NeWest Residents 0 0.0% 0 0 0 0.0% 58 NeWest Residents 0 0.0% 0 0 0 0.0% 58 NeWest Residents 0 0.0% 0 0 0 0.0% 16 High Rise Renters 0 0.0% 0 0 0 0.0% 12 Up and Coming Families 0 0.0% 0 0 0 0.0% 12 Up and Coming Families 0 0.0% 0 0 0 0.0% 12 Up and Coming Families 0 0.0% 0 0 0 0.0% 19 Milk and Cookies 0 0.0% 0 0 0 0.0% 10 0.0% 58 Southwestern Families 0 0.0% 0 0 0 0.0% 59 Southwestern Families 0 0.0% 0 0 0 0.0% 54 Ctily Commons L10. Traditional Living 633 3.7% 43 1.832 4.4% 5 L2 Admin Street, USA 0 0.0% 0 0.0% 10. Traditional Living 633 3.7% 43 1.832 4.4% 5 L2 Admin Street, USA 0 0.0% 0 0.0% 10 0.0% 11. Factories & Farms 9.952 58.7% 618 24.922 60.4% 64 25 Salt of the Earth 429 2.5% 91 1.099 2.5% 93 7 Prairie Living 0 0.0% 12 Southern Satellites 6,145 36.2% 1328 15,228 36.9% 138 33 Hort Living 13 Haral Resort Dwellers 2,391 14.1% 868 5,183 12.6% 65 Rural Bypasses 2,246 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2.766 16.3% 175 6,181 15.0% 16 Rore Bypasses 2,246 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2.766 16.3% 175 6,181 15.0% 16 Rore Bypasses 2,246 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2.766 16.3% 175 6,181 15.0% 16 Rore Bypasses 2,346 16.8% 1109 9.998 2.4% 100		Number	Percent	Index	Number	Percent	Index	
28 Aspiring Young Families 0 0.0% 0 0.0% 1 0.0% 48 Great Expectations 0 0.0% 0 0.0% 0 0.0% 1	Total	16,967	100.0%		41,248	100.0%		
48 Great Expectations 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0.0	L7. High Hopes	0	0.0%	0	0	0.0%	0	
L8. Global Roots 0 0.0% 0 0.0% 0 0.0% 35 International Marketplace 0 0.0% 0 0 0.0% 34 Industrious Urban Fringe 0 0.0% 0 0 0.0% 44 Urban Melting Pot 0 0.0% 0 0 0.0% 47 Las Casas 0 0.0% 0 0 0.0% 52 Inner City Tenants 0 0.0% 0 0 0 0.0% 55 Inner City Tenants 0 0.0% 0 0 0 0.0% 56 Inter City Tenants 0 0.0% 0 0 0 0.0% 60 City Dimensions 0 0.0% 0 0 0 0.0% 61 High Rise Renters 0 0.0% 0 0 0 0.0% 19 Milk and Cookies 0 0.0% 0 0 0 0.0% 19 Milk and Cookies 0 0.0% 0 0 0 0.0% 21 Urban Villages 0 0.0% 0 0 0 0.0% 54 City Commons 0 0.0% 0 0 0 0.0% 54 City Commons 0 0.0% 0 0 0 0.0% 54 City Commons 0 0.0% 0 0 0 0.0% 54 City Commons 0 0.0% 0 0 0 0.0% 55 Southwester Families 0 0.0% 0 0 0 0.0% 54 City Commons 0 0.0% 0 0 0 0.0% 54 City Commons 0 0.0% 0 0 0 0.0% 55 Southwester Families 0 0.0% 0 0 0 0.0% 56 City Commons 0 0.0% 0 0 0 0.0% 56 City Commons 0 0.0% 0 0 0 0.0% 56 City Commons 0 0.0% 0 0 0 0.0% 57 City Commons 0 0.0% 0 0 0 0.0% 58 Row San	28 Aspiring Young Families	0	0.0%	0	0	0.0%	0	
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52 Inner City Tenants 0 0.0% 0 <	44 Urban Melting Pot	0	0.0%	0	0	0.0%	0	
58 NeWest Residents 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0 0 0.0% 0 <td>47 Las Casas</td> <td>0</td> <td>0.0%</td> <td>0</td> <td>0</td> <td>0.0%</td> <td>0</td>	47 Las Casas	0	0.0%	0	0	0.0%	0	
60 City Dimensions	52 Inner City Tenants	0	0.0%	0	0	0.0%	0	
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L9. Family Portrait 0 0.0% 0 0.0% 0 0.0% 12 Up and Coming Families 0 0.0% 0 0.0% 19 Milk and Cookies 0 0.0% 0 0 0.0% 21 Urban Villages 0 0.0% 0 0 0 0.0% 59 Southwestern Families 0 0.0% 0 0 0 0.0% 64 City Commons 10 0.0% 0 0 0 0.0% 10 0.0% 10 0.0% 10 0.0% 10 0.0% 10 0.0% 10 0.0% 10 0.0% 10 0.0% 10 0.0% 10 0.0% 11 Traditional Living 10 0.0% 0 0 0 0.0% 11 Traditions 10 0.0% 0 0 0 0.0% 12 Urban Villages 13 0 0.0% 0 0 0.0% 14 Aim Street, USA 15 0 0.0% 0 0 0 0.0% 18 24 Main Street, USA 10 0.0% 0 0 0 0.0% 18 33 Midlife Junction 18 33 3.7% 150 1,832 4.4% 20 34 Family Foundations 10 0.0% 0 0 0 0.0% 11 Factories & Farms 19 952 58.7% 618 24,922 60.4% 64 25 Salt of the Earth 14 29 2.5% 91 1,039 2.5% 9 17 Prairie Living 10 0.0% 0 0 0 0.0% 12 Southern Satellites 13 Home Town 15 32 3.1% 214 1,280 3.1% 22 15 Rural Bypases 18 Home Town 18 2,766 16.8% 1109 7,375 17.9% 117 12 American Quilt 12 American Quilt 13 American Quilt 14 American Quilt 15 Cossroads 16 0.0% 0 0 0 0.0% 17 Crossroads 18 Crossroads 19 0.0% 0 0 0 0.0% 10 0.0% 10 0.0% 11 Crossroads 10 0.0% 0 0 0 0.0% 10 0.0% 11 Crossroads 11 Crossroads 12 Crossroads 13 Crossroads 14 Crossroads 15 Crossroads 16 Rooted Rural 17 Crossroads 18 Crossroads 18 Crossroads 19 0.0% 0 0 0 0.0% 10 0.0% 10 0.0%	60 City Dimensions	0	0.0%	0	0	0.0%	0	
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21 Urban Villages 0 0.0% 0 0 0.0% 59 Southwestern Families 0 0.0% 0 0 0.0% 64 City Commons 0 0.0% 0 0 0.0% L10. Traditional Living 633 3.7% 43 1,832 4.4% 5 24 Main Street, USA 0 0.0% 0 0 0.0% 0 32 Rustbelt Traditions 0 0.0% 0 0 0.0% 0 33 Midlife Junction 633 3.7% 150 1,832 4.4% 20 34 Family Foundations 0 0.0% 0 0 0.0% 0 24 Salt of the Earth 429 2.5% 618 24,922 60.4% 64 25 Salt of the Earth 429 2.5% 91 1,039 2.5% 9 42 Southern Satellites 6,145 36.2% 1328 15,228 36.9% 138 53 Home Town 532 3.1% 214 1,280 3.1% 22 56 Rural Bypasses 2,846 16.	12 Up and Coming Families	0	0.0%	0	0	0.0%	0	
59 Southwestern Families 0 0.0% 0 0 0.0% 64 City Commons 0 0.0% 0 0 0.0% L10. Traditional Living 633 3.7% 43 1,832 4.4% 5 24 Main Street, USA 0 0.0% 0 0 0.0% 0 32 Rustbelt Traditions 0 0.0% 0 0 0.0% 0 33 Midlife Junction 633 3.7% 150 1,832 4.4% 20 34 Family Foundations 0 0.0% 0 0 0.0% 0 44 Family Foundations 0 0.0% 0 0 0.0% 0 45 Family Foundations 0 0.0% 0 0 0.0% 0 42 Family Foundations 0 0.0% 0 0 0.0% 0 42 Family Foundations 0 0.0% 0 0 0.0% 0 42 Family Foundations 0 0.0% 0	19 Milk and Cookies	0	0.0%	0	0	0.0%	0	
64 City Commons 0 0.0% 0 0 0.0% L10. Traditional Living 633 3.7% 43 1,832 4.4% 5 24 Main Street, USA 0 0.0% 0 0 0.0% 0 32 Rustbelt Traditions 0 0.0% 0 0 0.0% 0 33 Midlife Junction 633 3.7% 150 1,832 4.4% 20 34 Family Foundations 0 0.0% 0 0 0 0.0% 42 Family Foundations 0 0.0% 0 0 0.0% 0 34 Family Foundations 0 0.0% 0 0 0.0% 0 411. Factories & Farms 9,952 58.7% 618 24,922 60.4% 64 25 Salt of the Earth 429 2.5% 91 1,039 2.5% 9 37 Prairie Living 0 0.0% 0 0 0 0 0 40 Subtraction 0	21 Urban Villages	0	0.0%	0	0	0.0%	0	
L10. Traditional Living 633 3.7% 43 1,832 4.4% 5 24 Main Street, USA 0 0.0% 0 0 0.0% 0 32 Rustbelt Traditions 0 0.0% 0 0 0.0% 0 33 Midlife Junction 633 3.7% 150 1,832 4.4% 20 34 Family Foundations 0 0.0% 0 0 0.0% 0 42 Family Foundations 0 0.0% 0 0 0.0% 0 41. Factories & Farms 9,952 58.7% 618 24,922 60.4% 64 25 Salt of the Earth 429 2.5% 91 1,039 2.5% 9 37 Prairie Living 0 0.0% 0 0 0.0% 0 42 Southern Satellites 6,145 36.2% 1328 15,228 36.9% 138 53 Home Town 532 3.1% 214 1,280 3.1% 22 56 Rural Bypasses	59 Southwestern Families	0	0.0%	0	0	0.0%	0	
24 Main Street, USA 0 0.0% 0 0 0.0% 32 Rustbelt Traditions 0 0.0% 0 0 0.0% 33 Midlife Junction 633 3.7% 150 1,832 4.4% 20 34 Family Foundations 0 0.0% 0 0 0.0% 0 L11. Factories & Farms 9,952 58.7% 618 24,922 60.4% 64 25 Salt of the Earth 429 2.5% 91 1,039 2.5% 9 37 Prairie Living 0 0.0% 0 0 0.0% 0 42 Southern Satellites 6,145 36.2% 1328 15,228 36.9% 138 53 Home Town 532 3.1% 214 1,280 3.1% 22 56 Rural Bypasses 2,846 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2,766 16.3% 175 6,181 15.0% 16 26 Midland Crowd 0 0.0% 0 0 0.0% 31 Rural Resort Dwellers 2	64 City Commons	0	0.0%	0	0	0.0%	0	
32 Rustbelt Traditions 0 0.0% 0 0.0% 0 0.0% 33 Midlife Junction 633 3.7% 150 1,832 4.4% 20 34 Family Foundations 0 0.0% 0 0 0.0% 0 0 0.0%	L10. Traditional Living	633	3.7%	43	1,832	4.4%	53	
33 Midlife Junction 633 3.7% 150 1,832 4.4% 20 34 Family Foundations 0 0.0% 0 0 0 0	24 Main Street, USA	0	0.0%	0	0	0.0%	0	
L11. Factories & Farms 9,952 58.7% 618 24,922 60.4% 64 25 Salt of the Earth 429 2.5% 91 1,039 2.5% 9 37 Prairie Living 0 0.0% 0 0 0.0% 0 42 Southern Satellites 6,145 36.2% 1328 15,228 36.9% 138 53 Home Town 532 3.1% 214 1,280 3.1% 22 56 Rural Bypasses 2,846 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2,766 16.3% 175 6,181 15.0% 16 26 Midland Crowd 0 0.0% 0 0 0.0% 31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 0.0% 0 0 0.0% 46 80 46 80 41 42 42 43 43 44 44 44 44 44 44 44 44 44	32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0	
L11. Factories & Farms 9,952 58.7% 618 24,922 60.4% 64 25 Salt of the Earth 429 2.5% 91 1,039 2.5% 9 37 Prairie Living 0 0.0% 0 0 0.0% 42 Southern Satellites 6,145 36.2% 1328 15,228 36.9% 138 53 Home Town 532 3.1% 214 1,280 3.1% 22 56 Rural Bypasses 2,846 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2,766 16.3% 175 6,181 15.0% 16 26 Midland Crowd 0 0.0% 0 0 0.0% 31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 998 2.4% 10	33 Midlife Junction	633	3.7%	150	1,832	4.4%	201	
25 Salt of the Earth 429 2.5% 91 1,039 2.5% 9 37 Prairie Living 0 0.0% 0 0 0.0% 42 Southern Satellites 6,145 36.2% 1328 15,228 36.9% 138 53 Home Town 532 3.1% 214 1,280 3.1% 22 56 Rural Bypasses 2,846 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2,766 16.3% 175 6,181 15.0% 16 26 Midland Crowd 0 0.0% 0 0 0.0% 31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 0.0% 0 0 0.0% 46 Rooted Rural 375 2.2% 90 998 2.4% 10	34 Family Foundations	0	0.0%	0	0	0.0%	0	
37 Prairie Living 0 0.0% 0 0.0% 42 Southern Satellites 6,145 36.2% 1328 15,228 36.9% 138 53 Home Town 532 3.1% 214 1,280 3.1% 22 56 Rural Bypasses 2,846 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2,766 16.3% 175 6,181 15.0% 16 26 Midland Crowd 0 0.0% 0 0 0.0% 31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0.0% 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 <	L11. Factories & Farms	9,952	58.7%	618	24,922	60.4%	647	
42 Southern Satellites 6,145 36.2% 1328 15,228 36.9% 138 53 Home Town 532 3.1% 214 1,280 3.1% 22 56 Rural Bypasses 2,846 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2,766 16.3% 175 6,181 15.0% 16 26 Midland Crowd 0 0.0% 0 0 0.0% 31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 0.0% 0 46 Rooted Rural 375 2.2% 90 998 2.4% 10	25 Salt of the Earth	429	2.5%	91	1,039	2.5%	92	
53 Home Town 532 3.1% 214 1,280 3.1% 22 56 Rural Bypasses 2,846 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2,766 16.3% 175 6,181 15.0% 16 26 Midland Crowd 0 0.0% 0 0 0.0% 31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 0.0% 0 46 Rooted Rural 375 2.2% 90 998 2.4% 10	37 Prairie Living	0	0.0%	0	0	0.0%	0	
56 Rural Bypasses 2,846 16.8% 1109 7,375 17.9% 117 L12. American Quilt 2,766 16.3% 175 6,181 15.0% 16 26 Midland Crowd 0 0.0% 0 0 0.0% 31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 0.0% 46 Rooted Rural 375 2.2% 90 998 2.4% 10	42 Southern Satellites	6,145	36.2%	1328	15,228	36.9%	1382	
L12. American Quilt 2,766 16.3% 175 6,181 15.0% 16 26 Midland Crowd 0 0.0% 0 0 0.0% 31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 0.0% 46 Rooted Rural 375 2.2% 90 998 2.4% 10	53 Home Town	532	3.1%	214	1,280	3.1%	222	
26 Midland Crowd 0 0.0% 0 0.0% 0.0% 31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 0.0% 46 Rooted Rural 375 2.2% 90 998 2.4% 10	56 Rural Bypasses	2,846	16.8%	1109	7,375	17.9%	1176	
31 Rural Resort Dwellers 2,391 14.1% 868 5,183 12.6% 85 41 Crossroads 0 0.0% 0 0 0.0% 46 Rooted Rural 375 2.2% 90 998 2.4% 10	L12. American Quilt	2,766	16.3%	175	6,181	15.0%	162	
41 Crossroads 0 0.0% 0 0 0.0% 46 Rooted Rural 375 2.2% 90 998 2.4% 10	26 Midland Crowd	0	0.0%	0	0	0.0%	0	
46 Rooted Rural 375 2.2% 90 998 2.4% 10	31 Rural Resort Dwellers	2,391	14.1%	868	5,183	12.6%	859	
	41 Crossroads	0	0.0%	0	0	0.0%	0	
66 Unclassified 0 0.0% 0 0.0%	46 Rooted Rural	375	2.2%	90	998	2.4%	103	
2 3.070	66 Unclassified	0	0.0%	0	0	0.0%	0	

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf





Urbanization Groups Prepared by ARMS

Counties: Tallapoosa, AL	200	10 Hawaahalda		200	O Domiletian	
Tapestry Urbanization Groups		8 Households			08 Population	
	Number	Percent	Index	Number	Percent	Index
Total	16,967	100.0%		41,248	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	(
08 Laptops and Lattes	0	0.0%	0	0	0.0%	(
11 Pacific Heights	0	0.0%	0	0	0.0%	(
20 City Lights	0	0.0%	0	0	0.0%	(
21 Urban Villages	0	0.0%	0	0	0.0%	(
23 Trendsetters	0	0.0%	0	0	0.0%	(
27 Metro Renters	0	0.0%	0	0	0.0%	(
35 International Marketplace	0	0.0%	0	0	0.0%	(
44 Urban Melting Pot	0	0.0%	0	0	0.0%	(
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	(
45 City Strivers	0	0.0%	0	0	0.0%	(
47 Las Casas	0	0.0%	0	0	0.0%	(
54 Urban Rows	0	0.0%	0	0	0.0%	(
58 NeWest Residents	0	0.0%	0	0	0.0%	(
61 High Rise Renters	0	0.0%	0	0	0.0%	(
64 City Commons	0	0.0%	0	0	0.0%	(
65 Social Security Set	0	0.0%	0	0	0.0%	(
U3. Metro Cities I	0	0.0%	0	0	0.0%	(
01 Top Rung	0	0.0%	0	0	0.0%	(
03 Connoisseurs	0	0.0%	0	0	0.0%	(
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	(
09 Urban Chic	0	0.0%	0	0	0.0%	(
10 Pleasant-Ville	0	0.0%	0	0	0.0%	(
16 Enterprising Professionals	0	0.0%	0	0	0.0%	(
19 Milk and Cookies	0	0.0%	0	0	0.0%	(
22 Metropolitans	0	0.0%	0	0	0.0%	(
U4. Metro Cities II	0	0.0%	0	0	0.0%	(
28 Aspiring Young Families	0	0.0%	0	0	0.0%	(
30 Retirement Communities	0	0.0%	0	0	0.0%	(
34 Family Foundations	0	0.0%	0	0	0.0%	(
36 Old and Newcomers	0	0.0%	0	0	0.0%	(
39 Young and Restless	0	0.0%	0	0	0.0%	(
52 Inner City Tenants	0	0.0%	0	0	0.0%	(
60 City Dimensions	0	0.0%	0	0	0.0%	(
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	(
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	(
04 Boomburbs	0	0.0%	0	0	0.0%	(
24 Main Street, USA	0	0.0%	0	0	0.0%	(
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	(
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	(
48 Great Expectations	0	0.0%	0	0	0.0%	(





Urbanization Groups
Prepared by ARMS

Counties: Tallapoosa, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	16,967	100.0%		41,248	100.0%	
U6. Urban Outskirts II	960	5.7%	110	2,087	5.1%	96
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	561	3.3%	233	1,131	2.7%	234
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	399	2.4%	232	956	2.3%	227
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	1,165	6.9%	71	3,112	7.5%	83
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	633	3.7%	150	1,832	4.4%	201
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	532	3.1%	214	1,280	3.1%	222
U9. Small Towns	2,656	15.7%	322	6,226	15.1%	334
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	2,656	15.7%	726	6,226	15.1%	781
U10. Rural I	2,820	16.6%	147	6,222	15.1%	133
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	429	2.5%	91	1,039	2.5%	92
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	2,391	14.1%	868	5,183	12.6%	859
U11. Rural II	9,366	55.2%	717	23,601	57.2%	756
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	6,145	36.2%	1328	15,228	36.9%	1382
46 Rooted Rural	375	2.2%	90	998	2.4%	103
56 Rural Bypasses	2,846	16.8%	1109	7,375	17.9%	1176
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.